

March 27, 2012



Southwest Airlines Launches One-Day Fare Sale to Four Cities

Airline Announces Sale Fares for Travel Between Denver, Phoenix, Salt Lake City, and Tucson and Select Destinations

DALLAS, March 27, 2012 /PRNewswire/ -- Tick, tock, get 'em while they're hot! Southwest Airlines (NYSE: LUV) today announced that it is lowering fares between Denver, Phoenix, Salt Lake City, and Tucson and select destinations nationwide (see fare rules below). These low fares are available for purchase at southwest.com or swabiz.com today, March 27, 2012, until 11:59 pm PT. Fares are available for travel on Tuesdays, Wednesdays, and Saturdays between April 17, and May 23, 2012. To see the list of markets, prices, and to take advantage of these special fares, visit www.southwest.com.

Examples of fares* include (see Additional Fare Rules below):

- \$49 one-way between Las Vegas and Phoenix
- \$69 one-way between Oklahoma City and Denver
- \$70 one-way between Reno and Salt Lake City
- \$78 one-way between Los Angeles and Tucson

Southwest Airlines continues to differentiate itself from other low-fare carriers—offering a reliable product with exemplary Customer Service. Southwest Airlines is the nation's largest carrier in terms of originating domestic passengers boarded and has acquired AirTran Airways, now a wholly owned subsidiary of Southwest Airlines Co. Southwest serves 73 cities in 38 states and remains one of the most honored airlines in the world known for its commitment to the triple bottom line of Performance, People, and Planet. To read more about how Southwest is doing its part to be a good citizen, visit southwest.com/citizenship to read the Southwest Airlines One Report(TM). Based in Dallas, Southwest currently operates more than 3,200 flights a day and has more than 37,000 Employees.

ADDITIONAL FARE RULES

Fares are available only on www.southwest.com and www.swabiz.com and can be purchased today, March 27, 2012, by 11:59 pm PT. Travel must take place between April 17, and May 23, 2012. Fares are valid for travel only on Tuesdays, Wednesdays, and Saturdays. Offer is unavailable for travel to or from Ft. Lauderdale, Fla; Ft. Myers; Greenville/Spartanburg; Long Island; Jackson; Midland/Odessa; Panama City Beach; Providence; or West Palm Beach. Seats are limited. Fares may vary by destinations, flight, and day of week and won't be available on some flights that operate during very busy travel times and holiday periods. Fares are available for one-way travel. Fares may be combined with other combinable fares, except Senior Fares. When combining fares, all rules and restrictions apply. Fares are nonrefundable but may be applied toward the purchase of future travel on Southwest Airlines. Fares are not available through the Group Desk. Any change in the itinerary may result in an increase in fare. Standby travel requires an upgrade to the

Anytime fare. Fares are subject to change until ticketed. Fares are valid on published, scheduled service only.

* Government-imposed taxes and fees are now included in the advertised fare. To comply with new government regulations, all airlines must include government-imposed taxes and fees in advertised air fares.

www.southwest.com

SOURCE Southwest Airlines